



PORTLAND BUREAU OF TRANSPORTATION

1120 SW Fifth Ave., Suite 800 Portland, OR 97204 503-823-5185

Fax 503-823-7576 TTY 503-823-6868 [www.portlandoregon.gov/transportation](http://www.portlandoregon.gov/transportation)

**Chloe Eudaly** Commissioner **Chris Warner** Director

<b>NW Parking Stakeholder Advisory Committee (SAC) Transportation Demand Management (TDM) Subcommittee</b>	<b>Virtual meeting Zoom Portland, OR Jan. 13, 2021 10:00 a.m. - 11:30 a.m.</b>
--	--

### **Transportation Demand Management (TDM) Subcommittee Notes**

#### **Members in Attendance**

Rick Michaelson (At-Large)  
Jeanne Harrison (Northwest District Association, NWDA)  
Alex Zimmerman (At-Large)  
Amy Spreadborough (Northwest Business Association, NWBA)

#### **PBOT Staff**

Rae-Leigh Stark, Northwest Parking District Liaison  
Zena Rockowitz, Parking Program Specialist  
Sara Goforth, Transportation Demand Management Specialist

#### **Presenters**

Sharon Lewinson, Ride Shark  
Tom Lewinson, Ride Shark

#### **Rideshark**

Sarah explains that Rideshark won the competitive process in the Request for Proposal for a website and app. Sarah is finalizing the last part of the contract with them. The goal is to shift trips away from cars and support the business community. Sharon and Tom show Rideshark website, which is customizable in design. When user logs into the system, they go to incentive management platform and can log a trip (carpool, bus, bike). A user records how they commuted and an icon can be dragged and dropped on calendar with ability to auto-populate route distance. Integrates with programs like Garmin and Fitbit. Can choose to auto-schedule.



*The Portland Bureau of Transportation fully complies with Title VI of the Civil Rights Act of 1964, the ADA Title II, and related statutes and regulations in all programs and activities. For accommodations, complaints and information, call (503) 823-5185, City TTY (503) 823-6868, or use Oregon Relay Service: 711.*

Can assign incentives using points for sustainable travel mode (example: every time you ride a bike or take transit you earn a point). Incentives includes contests, coupons, gift cards, or you can get money or an item directly. Can set up incentives for specific activities or set them up in the future. Example: if logging two trips, can click redeem points, and get \$2. Have a shopping cart to cash out and money goes right into bank account or PayPal. Example: If you bike a certain number of times you get discounts at certain places, but has to be within a certain geolocation or have people at a certain company qualify. Every reward can have qualifying date period and points. Administrator has full control. Can set it up for different parking districts.

Rick asks if typically the employer pays for reward or if the SAC could give them an allowance? Answer: Normally employers pay for their own.

Rae-Leigh asks about validation for certain businesses, putting money on a HOP card. Answer: Sarah says she is working with TriMet so that someone could put money on a HOP Card. Sarah says you do not need a Transportation Wallet to have this. The platform could encourage people to get a Transportation Wallet.

Alex: Do an action and you can get rewarded, or go to specific vendor and get a specific reward, could you choose to get \$5 from a merchant or put it on HOP card? Sarah: this would designed with Rideshark. Wants to incorporate what has biggest impact on travel behavior and makes people excited.

Alex asks if it's easy for merchant to come into the system. Answer: Can automate the delivery of a PDF coupon. The local store or retailer has to be able to accept that coupon. Coupons have QR codes linked to the point of sale system. Local retailers could sign up but need to accept responsibility for it being valid.

Rick wants to know how to incentivize people coming to a business by bike who live in a different neighborhood. Answer: They earn that coupon by riding their bike a certain number of times, making the trip, and that would allow them to redeem. It's essentially a bank account where they can store codes, QR codes, and connects to the bank.

Alex says it sounds like the process of someone coming in from another neighborhood is different versus someone with a Transportation Wallet. Notes it would be faster for someone taking a carpool trip. Sharon says it is usually set by destination, boundary zip codes, and then someone becomes eligible for what is in the district. You could also divide it into subdistricts. Rick says he wants everyone in the city to be eligible for rewards if they come to the district, not just for Transportation Wallet holders or people who live in the neighborhood. Alex asks if it is possible to do tiered system, where people with the Transportation Wallet are eligible for special challenges? Sharon responds, yes.

Rick states, "we are looking for rewards that change people's behavior. Want to do everything we can to get them to try something else. It's nice to give people who are biking all the time a prize, but not our target in terms of improving parking and the traffic situation." Sharon says it can get sophisticated, you can ask people if they parked at Park and Ride or bike parking. A user action could be signing up for a Transportation Wallet or parking in a certain spot. Rick says a good target would be the stadium and encouraging people to use other transit forms to get to stadium. Could put QR code on soccer game ticket.

Alex talks about the small percentage of people that could be claiming actions, wants to make sure folks aren't just grabbing up rewards. Sharon says people come up with new ideas, platform is flexible, maybe on the ticket they need to enter a special code. There are different things that can be added to validate that they are actually there.

Rae-Leigh wants to know if there is good number of business to have involved and how much time does it take for the administrator to manage this? Answer: If Sarah knows what the rewards are, it takes a few minutes to set up a reward. Most do monthly rewards, or recurring, which is easy for people to understand. Best practice is that more lower value rewards are better. People would rather get \$2 than entering contest to 1 time to win a \$5,000 gift. People like badges. Value of more than 10 businesses diminishes until you get your whole community participating. Start off slow.

Rick wants Rae-Leigh to work with Sarah to take a plan back to the SAC.

Sharon explains that you can do trip tracker and log trips as you go along, as you are moving it's logging trips. Can easily incorporate features where you can see people are going to the right place. They run this for universities for example, and can fine tune for each group, there are thousands of little switches. Could build something where a retailer could require scanning to get bonus points, and would go right on to the calendar. The hardest part is figuring out what to do with data and user experience. The actual getting the data and knowing the person went there is actually the easiest part, the infrastructure is there.

### **New Business**

None.

*Meeting Adjourned.*

### **Action Items**

Rae-Leigh and Sarah will write a draft scope for a validation program for the NW TDM Subcommittee to review.